

3.3 Colour Logo Application

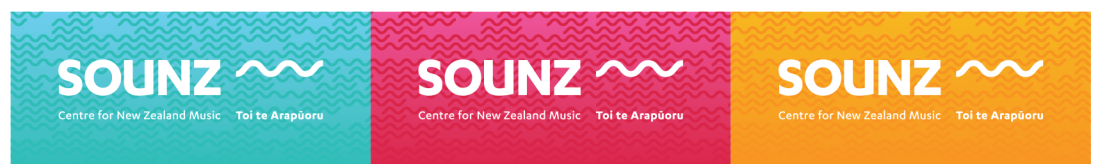
5



6



7



5

Coloured Soundbite

The primary colours have been carefully chosen to work on light and dark backgrounds and can be used to colour the Soundbite alongside a SOUNZ Navy or Reverse version of the logo.

6

Full Coloured Logo

In some situations a full coloured version of the logo can be used. This version of the logo should only be used on a white background and should only use one of the three primary colours.

7

Coloured Background

The three colour palettes can be used in gradients in combination with the SOUNZ Pattern (explained at 4.2) to create a coloured background for a variety a collateral.

The Reverse version of the logo should always be used on top of these backgrounds.